

# Tampa Truisms



## Annual Statistical Edition

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**E**ach month in Tampa brings new records of achievement eloquent of the city's progressive spirit, but only by a review covering a twelve-month period and by comparison with other years can a comprehensive view of Tampa's solid, unwavering development be gained.

The past year has marked Tampa as being first and last a well balanced, firmly rooted business city, unaffected either by a rising or falling tide of speculation and unswerving in the fulfillment of her destiny as one of the most important of the South's industrial and commercial centers.

In spite of cries of "Wolf, wolf!" from a few of the faint-hearted, Tampa has pursued the even tenor of her way—a way which has led during the past year to the construction of sky scraper office buildings and hotels, to the development of mammoth industrial and terminal enterprises, to the strengthening of financial institutions, the building of schools, bridges, roads and public buildings, and to a quickened feeling of responsibility for the future, refining and broadening the quality of her civic pride.

It is the object of the January issue of the Tampa Truisms to sketch briefly the accomplishments of the year, to record accurately annual statistics, and to picture in an unbiased and impersonal manner the city of Tampa as it stands on the threshold of 1927. The casual observer will note that nearly all statistical records of the year show a gain over last year's figures. To one who reads between the lines and who has a knowledge of economic values those few figures that have fallen below the almost unbelievable records of 1925 indicate a far healthier and more normal condition of business.

Tampa and all Florida emerges from a year of testing, a year of readjustment, with cold, hard figures and plain, unadorned facts to prove that her commercial, industrial and agricultural assets more than balance the liabilities that arose from the inflation and inevitable deflation of values of undeveloped land. If Tampa can establish for herself such records of solid advancement in a year of sifting and changing as 1926 has undoubtedly been, she may look forward to the year before her and out through a vista of years to come secure in the knowledge that nothing can halt or stay her surging, rushing March to Progress.

# TAMPA'S GROWTH IN FIGURES

Year	Internal Revenue	Customs Receipts	Postoffice Receipts	Cigars Mfgd.	Tons Phosphate	Bldg. Permits	Tonnage By Water
1906	851,450	1,764,647	60,144	277,662,000	529,268	1,282,415	1,000,000
1907	865,316	1,687,609	114,631	285,660,000	602,078	1,395,054	1,150,000
1908	731,048	1,581,390	119,397	236,681,000	791,020	1,260,255	1,300,000
1909	801,578	1,891,836	136,929	267,059,000	1,041,800	1,550,453	1,425,000
1910	638,535	1,377,262	168,272	201,405,000	1,120,384	1,685,586	1,525,000
1911	910,439	2,299,472	173,024	293,360,000	1,245,289	2,012,112	1,637,676
1912	854,726	1,859,038	186,920	273,485,000	963,440	1,883,765	1,838,011
1913	894,879	1,810,159	214,902	285,148,000	1,128,478	1,484,085	2,222,873
1914	856,565	1,780,515	221,252	267,866,000	890,907	1,615,028	2,185,201
1915	939,223	1,801,086	218,694	285,836,000	526,203	1,396,044	1,665,545
1916	1,011,988	1,887,946	242,128	312,456,376	380,480	1,288,663	1,348,420
1917	1,314,076	1,959,663	259,269	352,690,194	380,951	800,064	1,075,478
1918	1,984,856	1,582,770	318,072	363,072,628	173,347	383,397	747,962
1919	3,408,821	1,800,870	477,868	410,745,749	294,680	1,202,534	1,050,900
1920	2,028,469	957,071	603,877	226,042,323	1,314,865	2,636,092	2,149,000
1921	2,934,733	1,425,487	709,049	315,403,080	857,133	4,057,027	1,733,943
1922	3,468,840	1,933,565	688,697	424,747,600	932,141	3,086,109	1,862,260
1923	4,014,501	2,111,853	683,946	501,378,560	1,031,346	3,563,575	2,252,241
1924	3,856,766	2,063,051	718,059	473,760,523	1,010,595	5,496,055	2,190,268
1925	4,191,125	2,210,105	962,003	483,509,088	1,251,421	23,418,836	3,557,434
1926	2,836,999	2,507,315	1,051,913	456,547,262	1,422,295	15,872,772	4,698,358



# PUBLIC UTILITIES

No surer gauge of a city's growth can be obtained than is furnished by its public utilities' figures. Wherever there are new water, gas or electric meters, there are new families, and the number of new families coming to and settling in a city reflect its real growth.

Reports of Tampa's public utilities for the past year show that despite the return to normal conditions after the hectic days of 1925, there has been no cessation or decrease in the city's progress. All utilities companies have been taxed to the limit during the past three years to keep pace with Tampa's rapid development, large extensions have been made and vast sums expended in their expansion programs, until today Tampa can boast of as fine public utility service as that of any other city its size in the country.

## TAMPA ELECTRIC COMPANY

During the year of 1926 the Tampa Electric Company has made additions to its plant and office building at a cost of approximately \$2,000,000. The company now has under construction a power station near the Alafia River of 25,000 kw. initial capacity. Improvements completed during the past year include 98 miles of new distribution lines, 61 miles of new transmission lines, installation of a 12,500 kw. turbo-generator at the West Jackson street station. The 61 miles of new transmission lines serve Mulberry, Winter Haven and Tampashores and inter-connect with the Pinellas County Power Company.

Following is a comparison of the company's figures for the past three years, in every instance an increase over the previous year:

	1925	1926
Customers.....	25,023	31,849
"Peak Load".....	* 16,000	* 26,800
Generation and Distribution..	*54,653,078	*97,690,000
Street Railway Passengers....	21,706,711	28,294,300
Car Miles Operated.....	3,875,024	46,436,636

\* Kwh

## TAMPA'S WATER SUPPLY

The completion of a new \$1,250,000 water supply plant, graded as one of the most complete and perfect in the world for a city of this size, is probably Tampa's most important accomplishment in many a year.

Since last March the people of Tampa have been enjoying a full supply of pure, soft, colorless and palatable water in contrast to the harmless but saline and alkaline city water of past years. In October the plant was formally turned over to the city by Nicholas S. Hill, the expert water supply engineer who designed and supervised its building.

Although municipally owned, the Tampa Water Works is a self-supporting corporation. Here again a yearly gain is recorded. During the year there has been a total pumpage of 2,272,951,000 gallons of water as compared with 1,548,057,000 pumped in 1925. On the first day of the past year there were 16,314 customers on the books of the water company while 1927 begins with 18,184 customers. These latter figures, however, do not do justice to the city or the company for during the past year dozens of large apartment houses and hotels to say nothing of residential "courts" have been built and as many as a hundred families may be using water passing through one meter and so classed as one customer.

During the year approximately ten miles of new mains have been laid with a new 20-inch main across the Hillsborough river. Eighty-seven new fire hydrants have been installed making a total of 1,224.

## PENINSULAR TELEPHONE COMPANY

The Peninsular Telephone Company showed a net gain of 3,888 new telephones installed in the city of Tampa during the past year over 1925. The company has had a net gain of 8,693 new telephones installed in its entire territory.

There were two new automatic main exchanges and one Hyde Park automatic exchange installed during the year in the city, all of which have more than doubled the capacity of the station which they replaced. Outside the city the company has installed an exchange at Lakeland serving 4,000 telephones and installed common battery exchanges at Lake Wales and Winter Haven.

Average daily number of calls in the city was 191,247.

There was a ten per cent gain in the number of long distance calls during December, 1926, over the same month in 1925—for December, 1925, there were 1,515 long distance calls in the city and 1,642 in the system; for December, 1926, there were 5,345 for the city and 5,815 for the system.

During the year the company has made important extensions to its plant and a \$500,000 addition to its building.

## TAMPA GAS COMPANY

The Tampa Gas Company has practically completed its two million dollar plant which includes two new gas sets and the largest gas storage tank in the state—with 3,000,000 cubic feet capacity. During the year almost 300 miles of new mains have been laid.

The company sold 636,900,300 cubic feet of gas in 1926 to a total of 18,198 consumers as compared with 402, 536,700 cubic feet sold to 15,171 consumers in 1925. During the year 28,000 gas stoves were sold.



# Sound Banking Conditions Indicate Tampa's Stability

Tampa's fourteen banks are in excellent condition. Statements issued December 31, 1926, show total deposits of \$68,907,850.45, total resources of \$82,974,841, and combined loans and discounts amounting to \$44,682,386.70.

During the year there has been a gain of nearly one million dollars in the capital, surplus and undivided profits of Tampa's banks taken as a whole. Total deposits show a small percentage of decrease over December 31, 1925, which was during the peak of the real estate activity, but are nearly twice as great as they were at the end of 1924. Resources show a proportionate increase over resources of 1924 and any one will concede that this year is the only one with which 1926 can be compared fairly.

## BANK CLEARINGS

1910.....	\$ 43,387,295.09
1912.....	48,157,691.10
1914.....	53,766,400.53
1916.....	51,322,056.31
1918.....	73,826,741.60
1920.....	125,210,452.16
1921.....	114,148,072.27
1922.....	118,325,307.80
1923.....	156,764,841.87
1924.....	195,979,545.41
1925.....	461,809,170.19
1926.....	414,418,178.45

## STATEMENTS OF TAMPA'S BANKS AS OF DECEMBER 31, 1926

Name	Capital, Surplus and Undivided Profits	Deposits	Loans and Discounts
Citizens Bank and Trust Company.....	\$2,607,580.66	\$22,821,835.88	\$15,796,539.99
First National Bank.....	2,350,642.56	17,053,971.65	8,957,940.00
Exchange National Bank.....	1,432,310.64	14,859,420.81	9,081,485.60
National City Bank.....	857,851.30	4,251,123.36	3,319,720.07
Bank of Ybor City.....	464,945.11	3,036,156.15	2,210,552.71
First Savings and Trust Company.....	800,000.00	2,403,077.38	1,988,081.74
Latin-American Bank.....	78,126.41	962,725.99	672,558.08
Bank of West Tampa.....	120,000.00	986,908.78	549,042.48
Columbia Bank.....	141,975.99	811,038.45	723,696.50
Bank of Sulphur Springs.....	30,000.00	415,858.54	353,968.54
Bank of Port Tampa.....	39,296.58	314,976.26	178,570.06
Franklin Bank.....	63,531.25	534,411.21	382,807.85
Citizens Nebraska Avenue Bank.....	63,415.45	193,345.99	225,423.08
Lafayette Bank.....	130,000.00	263,000.00	242,000.00
Total.....	\$9,179,675.95	\$68,907,850.45	\$44,682,386.70

Tampa has one Morris Plan Bank and several Building and Loan Associations.

## COMPARATIVE SUMMARY

	1924	1925	1926
Combined capital, surplus and undivided profits.....	\$ 6,714,770.65	\$ 8,535,596.37	\$ 9,179,675.95
Combined deposits.....	46,155,472.50	104,701,718.86	68,907,850.45
Loans and discounts.....	33,566,086.29	66,888,664.82	44,682,386.70
Combined resources.....	55,117,435.51	114,143,383.69	82,974,841.00
Clearings.....	195,979,545.41	461,809,070.19	414,418,178.45



# RAILROAD FACILITIES

Transportation conditions in Florida are sound. The railroads and steamship lines terminal at Tampa have so improved and added to their facilities, both freight and passenger, as to assure the utmost satisfaction in point of service during the present year.

The embargo which affected not only Florida but every industry of the United States shipping materials into Florida, was terminated in May. This was due largely to the work of the Florida Division, Southeast Regional Advisory Board, American Railway Association, Car Service Division, an organization of Florida shippers and receivers cooperating with the carriers.

The United States Department of Commerce, Bureau of Foreign and Domestic Commerce, later undertook an economic and transportation survey under the auspices of the Advisory Board above noted and the State Chamber of Commerce "to determine the facts regarding Florida business as related to transportation, so as to avoid, if possible, any repetition of freight congestion and embargo; to study the production, marketing and distribution for the promotion of business and efficiency in connection with transportation." It was thorough, and the results set forth in official document proved a greater volume of business during 1926 than during 1925.

Tampa and adjoining territory are served by two trunk line systems, the Atlantic Coast Line and the Seaboard Air Line. Other rail lines, subsidiaries of the two trunk lines, are the Tampa Northern, Tampa Southern, Tampa and Gulf Coast and the Florida Western and Northern, the latter being the connecting link between Tampa and Miami, affording direct rail communication across peninsula Florida from the Gulf Coast to the East Coast.

Besides these lines, the Seaboard Air Line this past year extended the Tampa Northern, its Brooksville division northward; its Bradenton-Sarasota southward to Fort Meyers; construction of lines on the West Coast from Fort Ogden to Fort Meyers, Naples, Punta Rassa and La Belle; acquisition of the Charlotte Harbor and Northern Railroad under lease and contract of purchase—all extensions invaluable to Tampa.

During the year the Atlantic Coast Line has constructed lines from Bonita Springs to Marco, Immokalee to Deep Lake, Sarasota and Fort Ogden, which, with the Perry-Monticello cut-off, makes 160 miles of road; laid 53 miles of double track from Dunellon to Dade City; started construc-

tion on the \$5,000,000 receiving and classification yards and locomotive and car shops in Tampa which are now nearing completion; is closing the gap between the end of its Lake Thonotosassa line and Dade City, affording another and shorter route to the north and is completing work on the long deferred Perry-Monticello cut-off which will give Tampa and the Gulf Coast territory the first direct rail route to and from the Middle West and provide another gateway into and out of Florida.

Officials of both the Atlantic Coast Line and Seaboard Air Line railroads report increases in the amount of freight handled into and out of Tampa; and state that, despite the fact that 1925 was an abnormal year, passenger traffic compares favorably with last year. Nor has there been any decrease in the amount or quality of passenger service afforded the city by both lines.

W. A. Fulwiller, general agent of the Seaboard, reports that his line during 1926 handled a thirty-one and one-half per cent increase over 1925 in the number of carload freight shipments into and out of the city. Road building materials constituted the largest shipments of any one commodity.

The Atlantic Coast Line also has handled a considerable increase in freight tonnage this year over 1925, road building materials constituting the largest single commodity shipments.

Both lines give Tampa excellent passenger service with connections with all the big trunk lines serving the North and West.

The Atlantic Coast Line serves Tampa with nine daily through trains from New York, Washington, and other Eastern points; and with nine daily through trains from Chicago, St. Louis, Kansas City, Cleveland, New Orleans and other points West. This line gives a thirty-four hour service from Tampa to New York and the same time from Tampa to Chicago.

The Seaboard Air Line serves Tampa with five through trains from New York, Washington and points East; one through train from Chicago and points West; and two cross Florida trains from West Palm Beach and Miami. The Seaboard offers thirty hour service to New York and forty-three hour service to Chicago.

Passenger trains on both lines are excellently equipped with dining car service, club cars, and other modern innovations.



# TAMPA'S WATER COMMERCE

Practically every industrial or manufacturing enterprise that has selected Tampa as a site for its activities has done so because of the city's excellent facilities for water commerce—its sheltered natural harbor, deep channel, warehouse and docking equipment, its rail service to the port, and above all its strategic geographical location within short sailing distance to the eastern centers of commerce in the United States and the countries of Central and South America. Its close proximity to the Panama Canal gives Tampa the key to the Seven Seas.

## WATER TONNAGE

During the past year Tampa's water commerce has increased to a remarkable extent. Accurate records kept by the United States Engineering department show that Tampa's water tonnage for 1926 was 4,698,358. Records for 1925 give the port a tonnage of 3,557,434 and 2,190,268 for 1924.

Tampa has regular steamship line connections with Boston, New York, New Orleans, Mobile, Baltimore, Philadelphia, Key West and Havana with weekly or more frequent sailings, while established freight lines with headquarters in the city, ply boats between Tampa and Havre, Antwerp and Ghent; Tampa Bremen, Hamburg, Rotterdam and Scandinavian ports; and Tampa and Mediterranean ports, The Levant and the Far East. Ships from practically every marine country in the world make Tampa a port of call at irregular intervals.

## EXPORTS AND IMPORTS

Tampa leads the world in the exportation of phosphate and during the past year there was a decided increase in the volume mined and shipped from this port, which is equipped with the world's most modern and fastest loading phosphate elevators. Tampa's three large commercial fertilizer manufacturing plants call for the importation of commodities which are combined with the Florida phosphate to form balanced plant foods.

From twelve to fifteen million feet of lumber and large quantities of naval stores were sent from Tampa last year to the countries of Central and South America and clothing, manufactured food stuffs, and household goods are also exported to these nations in large quantities.

The balance of Tampa's port commerce leans toward importing. During the past year imports approximating \$240,000,000 in value were brought in, as compared with \$110,090,000 in 1925. Oil from Mexico leads exports

from the standpoint of bulk and value. During the past year 266 tank ships entered the port carrying 2,128,000 tons of oil valued at \$170,240,000. During 1924 there were 32,255 tons imported with a valuation at \$1,289,786, this was an increase in value of oil imported of approximately 120 per cent. Last year 50 per cent of the entire tonnage of the port was due to oil, 38 per cent to phosphate and 32 per cent to general cargo. In 1924 phosphate claimed 62 per cent, general cargo 20 per cent and but 18 per cent was left to oil. Tobacco from Cuba is the city's next most important import.

Tampa ranks next to New York in the importation of cocoanuts and other tropical fruits are also brought into the port in shipload lots.

Regular shipments of cedar logs, mahogany, building materials, cement, asphalt, beet pulp, chemicals, newsprint paper, machinery, automobiles and food stuffs come in to Tampa's harbor while cigars and citrus fruits are sent out.

## CUSTOMS RECEIPTS

During the year Tampa's Custom Receipts have increased more than thirteen per cent or from \$2,210,105 in 1925 to \$2,507,315.40. According to the latest government comparison of the 328 recognized ports of the United States and territories Tampa ranks sixteenth from the point of customs collections for the year of 1924 and twentieth from the standpoint of tonnage. Comparisons not yet released but made on the basis of more recent records will probably give Tampa an even better place.

## PORT PARTICULARS

Work on the deepening of Tampa's channel from 25 to 27 feet was completed during the past year and increase in tonnage is largely due to this together with increased docking and storage spaces. The channel has a minimum width of 200 feet and is 35 miles in length to the Gulf of Mexico. The harbor has various anchorage basins and at the juncture of two arms of the bay there is an area of about eight square miles with a minimum depth of 25 feet. The tidal range on entrance to bar is 1½ feet and in the harbor 2 feet.

Tampa is well supplied with facilities for furnishing oil, coal and fresh water to ships at the docks and there are a number of forwarding agents, stevedore companies, ship repair firms, terminal companies and similar concerns. The rules of the port are under the jurisdiction of Capt. J. A. Lovelace, Harbor Master, supervised by the city commission. Uniform charges are made for pilotage, towage and wharfage.



# TAMPA'S INDUSTRIAL RECORD

Tampa has five hundred and seventy-seven manufacturing concerns employing from five to 1,500 workers each, and turning out products valued this year at \$100,000,000.

The city's weekly industrial payroll is \$1,200,000. There are ninety-three separate and distinct industries here.

The year of 1926, from the standpoint of industrial development, municipal improvements, substantial real estate development, building, agricultural and port activity, has been the greatest in the history of Tampa—and this despite the collapse of the real estate boom, the September hurricane and the nation-wide business depression. In many instances, the records of 1925 have been passed during the year just ended and in all instances they are far beyond those made in 1924, the last normal year before the boom and the only one with which 1926 can be justly compared.

Tampa ships more phosphate and manufactures more clear Havana cigars than any other city in the world—the record for this year being 456,547,262 cigars and 1,422,295 tons of phosphate as compared with 483,509,088 cigars and 1,251,421 tons of phosphate for last year.

Among the large industrial projects started during the year are the Florida Portland Cement Plant on Hooker's Point which is now nearing completion and which will cost \$4,000,000. The dock, 800 feet wide, has been completed, 500 feet of bulkhead placed, foundation for the main storage building laid, and the machine shop finished and in operation.

The Atlantic Coast Line Railroad's huge classification terminals, shops and yards in East Tampa are nearing completion. They are the largest in the railroad's entire system and will cost approximately \$5,000,000.

Among the other large projects are the Kreiss Potassium Phosphate Company's plant for the manufacture of commercial fertilizer costing \$500,000; Sinclair Oil Company's "tank farm" on Hooker's Point for \$500,000; storage warehouse of the Standard Oil Company on Harney Road, \$150,000; the \$2,250,000 Floridan Hotel, additions to the Tampa Gas Company and Tampa Electric Company plants at an approximate cost of \$2,000,000 each; the thirteen story First National Bank building and the ten story Tampa Theater and office building at a cost of \$1,000,000 each; the ten story Myelvaron apartments at \$750,000; Holsinger Furniture Company building, \$300,000; and numerous others.

An idea of Tampa's remarkable industrial growth can be obtained by a comparison with figures for other years. At this time there are 577 industrial establishments in Tampa which paid this year \$62,400,000 to 25,580 wage earners. United States Department of Commerce figures show that in 1925 there were 239 manufacturers paying a yearly total

of \$15,871,175 to 14,404 workers and that their annual production was valued at \$61,447,834. The Department of Commerce figures for 1923 show that there were 153 manufacturers paying annually in wages \$9,824,083 to 10,010 workers producing goods valued at \$39,011,651.

An alphabetical list of classes of products of Tampa manufacturers follows:

Aprons, armatures, awnings, auto tops, asbestos, boats, brooms, brick, beverages, bakeries products, batteries, boxes, canned foods, crates, chemicals, cigars, concrete products, caskets, conveyors, confections, corsets, cabinet works, coffee, combs, cement, concrete pipe, concrete blocks, curtains, drugs, dental supplies, dairy products, electricity, fire extinguishers, furniture of about nine varieties, forest products, flooring, flags, fences, fertilizer, gas, heating systems, ice, ice-cream, iron works, insecticides, knit goods, marble products, meats, metal sheet work, mattresses and bedding, macaroni, machinery of various kinds, mayonnaise, oil blenders, orange wood novelties, preserves, picture frames, plating (electro), paving brick, paints, roofing material, ships and ship parts, show-cases, store fixtures, sanitary supplies, soap, screens, sashes for windows and doors, sweeping compounds, sportsmen's supplies, septic tanks, trunks, tents, trusses, tile and woodwork.

## TRANSPORTATION LINES

### RAIL

Atlantic Coast Line (System mileage 4,931, 37% in Florida); Seaboard Air Line (System mileage 3,929, 38% in Florida).

### WATER

Mallory Steamship Company—freight, New York, Mobile—weekly; Gulf & Southern Steamship Company—freight and passenger, New Orleans—weekly; Moore & McCormack, Inc., (Commercial Steamship Lines)—freight, Philadelphia, New Orleans—weekly; Bull Steamship Line, Inc.—freight, Baltimore—weekly; Boston-Florida Line—freight, Boston—twice a month; Gulf-Florida Line—freight, Mobile—every two weeks; Swayne & Hoyt, Inc. (Gulf-Pacific Line)—freight, Seattle, Tacoma, Portland, Oakland, San Francisco, Los Angeles Harbor (San Pedro)—monthly; Gulf Coast Steamship Co. (Florida Line)—freight, St. Petersburg, Palmetto, Bradenton, Sarasota—three times a week; Florida Railroad & Navigation Corp. (Collier Line)—freight and passenger, Fort Myers—three times a week, freight, Everglades—weekly; Peninsular & Occidental Steamship Co. (via Port Tampa); freight and passenger, Key West, Havana, Cuba—two to four times a week, according to season; Lykes Brothers, the Tampa Inter-Ocean Steamship Company and the Cosulich Line run freight boats to numerous ports in Europe, Asia and the Pacific Isles as cargo offers.



## CIGAR INDUSTRY

Manufacture of high grade Havana cigars continues to lead Tampa's industries from the standpoint of number of employees, internal revenue receipts, capital invested and quantity of production.

Tampa is the location of the only made-in-bond factories in the United States and in the manufacture of high grade cigars has no rival in this or any other country, although, in comparison with the total number of cigars manufactured in the United States, the quantity is not so great.

The banner year in the cigar industry in Tampa was 1923 when production passed the half billion mark. Total number of cigars manufactured during 1926 is 456,547,262 as compared with 483,509,088 in 1925, the slight decrease being due to the United States law authorizing the shipment of cigars in small parcel post lots from Cuba.

In addition to manufacturing cigars, Tampa has two of the largest cigar box plants in the country and several smaller ones, which make millions of boxes annually.

Tampa first became established as a cigar manufacturing center during the decade between 1880 and 1890, when labor troubles in Key West, then the leading cigar manufacturing city of America, made it necessary for manufacturers to seek protection for their product elsewhere. Because of its nearness to the Cuban tobacco fields, its equable year 'round climate, its proximity to the labor supply which was then largely Cuban workers, and its rail and port facilities, Tampa was selected as the logical city in which to locate. Tampans were anxious to have factories locate here, land was offered, concessions granted and real aid given all who could show their ability to finance and operate a factory. Since then, practically every other Florida city, realizing the vast importance of the industry, has made an effort to take the lead from Tampa but none have succeeded.

## PHOSPHATE

More phosphate is shipped from Tampa than from any other port in the world, and the greater part of the world's known supply of this mineral is found within a radius of seventy-five miles of this city.

During the past year, Tampa's phosphate shipments increased 170,874 tons over shipments during 1925. Total shipments for 1926 totalled 1,422,295 tons as compared with 1,251,421 for 1925 and with 1,010,595 for 1924.

This does not take into count the great amount of phosphate use in Tampa manufacturing plants in making commercial fertilizer for export and for state-wide use.

Foreign shipments of phosphate from Tampa include the following: Italy, 79,566; Denmark, 71,052; Germany, 63,497; Japan, 61,081; Spain, 60,401; Holland, 55,170; Australasia, 42,391; Belgium, 33,657; Cuba, 14,984; South Africa, 13,513; Canada, 12,456; Sweden, 5,839; Great Britain 5,550, making a total of foreign shipments of 519,157 tons.

## POPULATION

A gain of 21,989 in population during the seventy-first year of its existence is the record made by Tampa during 1926.

While the 1926 post office survey gives Tampa a population of 213,000, the Board of Trade is using the R. L. Polk directory figures, due to the fact that each name and address is given and can be used as corroborative evidence. This gives Tampa a population of 176,492.

Tampa's climate, its port, accessibility to eastern and western markets, railroad accommodations, its proximity to the Panama canal, the adaptability of the soil of its back country and its productive trade territory are a few of the reasons for Tampa's remarkable growth in seventy-one years from a small trading village of only 180 persons to the city of the present.

Roughly, the population of Tampa can be divided into three great classes—the American, sixty per cent or 105,895; the foreign, twenty per cent or approximately 35,299, and the negro, twenty per cent or approximately 35,299.

The city is divided into twelve sections as follow:

Ybor City.....	foreign section, cigar industries
West Tampa.....	foreign, cigar section
Seminole.....	residential
Tampa Heights.....	residential, retail business
Business section.....	retail business concerns
Garrison.....	wholesale business and residential
Hyde Park.....	residential
Bayshore and Davis Islands.....	residential
Palma Ceia.....	residential
East Tampa.....	industrial
Gary.....	residential

Small negro sections will be found scattered in various parts of Tampa with the exceptions of Seminole, Bayshore, Davis Islands and Palma Ceia.

The following table gives a graphic picture of Tampa's growth in population:

1870.....	796
1880.....	720
1881 local estimate.....	1,200
1885 local estimate.....	2,376
1890 local estimate.....	5,532
1900.....	15,839
1905 state census.....	22,823
1910.....	37,782
1912 census estimate.....	44,470
1913 census estimate.....	46,792
1914.....	49,156
1915 state census.....	48,156
1920 U. S. census.....	51,608
1923 Gr. Tampa—local estimate.....	100,000
1924 Survey, Gr. Tampa.....	107,608
1925 survey.....	154,503
1926 Polk Directory.....	176,492



# TAXES--CITY AND COUNTY

It must be kept in mind that real estate values have increased so greatly during the past few years in and around Tampa, assessed valuations do not approximate actual worth. It is generally conceded that property in this section is taxed approximately 50% of its present marketable value. for the sole benefit of older territory, described generally as follows:

## County Valuations and Taxes

	1925	1926
Assessed Valuations .....	\$60,585,915	\$72,116,354
Tax Millage .....	36 mills	32 mills

## Total County Assessment

	1925	1926
Real Estate .....	\$46,090,490	\$57,234,560
Personal Property .....	10,965,990	10,889,730
Railroad and Telegraph .....	3,529,435	3,992,064

## Personal Property Assessment

	1925	1926
Horses and Mules .....	\$ 47,430	\$ 30,780
Sheep and Goats .....	450	360
Hogs and Dogs .....	4,960	4,140
Range Cattle .....	48,930	38,370
Grade Cattle .....	111,680	143,030
Tram Roads .....		2,600
Automobiles .....	3,610,920	2,798,740
Other Personal .....	7,141,620	7,871,710

## Estimated Revenues From Taxes

1925—\$3,667,099.20	1926—\$4,446,590.72
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## Millage Apportionment of County Tax

Purpose	Mills	Revenue
General School Fund .....	10	\$721,163.54
General Fund .....	4	288,465.42
Road and Bridge .....	3	216,349.06
Fines and Forfeitures .....	2	144,232.71
Agriculture .....	1 1/2	36,058.18
High School .....	1/4	18,029.09
Outstanding Indebtedness Fund .....	2	144,232.71
Publicity .....	1	72,116.35
Mothers' Pensions .....	1/2	36,058.18
Good Road Bonds .....	1/2	36,058.18
Hard Surfaced Road Bonds .....	1 3/4	126,203.62
Progress Road Fund .....	3 1/4	234,378.25
Victory Road Fund .....	1 1/2	108,174.43
Time Warrants .....	1 3/4	126,203.62
Total .....	32	\$2,307,723.34

## CITY TAXES—ASSESSMENTS, RATES AND REVENUES

The city of Tampa is divided into what are known as A, B, C and D Tax territories, the purpose of this being to assure that property in the newer territories shall not be taxed for improvements made in and indebtedness incurred by and for the sole benefit of older territory.

### "A" Territory—tax rate 21 mills

	Valuation
Real Estate and Improvements .....	\$63,706,300.00
Personal Property .....	8,979,200.00
At large .....	905,530.00
	\$73,591,030.00
Net Taxes .....	\$ 1,545,406.42

### "B" Territory—tax rate 20 mills

Real Estate and Improvements .....	\$31,970,130.00
Personal Property .....	2,185,550.00
At Large .....	682,326.00
	\$34,838,006.00
Net Taxes .....	\$ 696,760.12

### "C" Territory—tax rate 18 mills

Real Estate and Improvements .....	\$18,890,400.00
Personal Property .....	1,192,850.00
At Large .....	286,669.00
	\$20,369,919.00
Net Taxes .....	\$ 366,658.53

### "D" Territory—tax rate 23 mills

Real Estate and Improvements .....	\$ 4,286,865.00
Personal Property .....	486,550.00
At Large .....	106,494.00
	\$ 4,879,909.00
Net Taxes .....	\$ 112,234.31

## Comparison

Total Valuation All Territories	1924	1925	1926
Val. .....	\$37,517,898	\$86,044,620	\$133,678,864
Gain in valuation 1926 over 1925 .....			47,634,244
Gain in valuation 1926 over 1924 .....			96,160,966
	1925	1926	
Total net City Taxes .....	\$2,183,056.01	\$2,721,059.38	
Gain in Net Taxes of 1926 over 1925 .....		\$538,003.37	



## SCHOOLS

Tampa has a physical school plant conservatively valued at \$10,000,000, including property, buildings and equipment in Tampa and West Tampa, according to W. D. F. Snipes, superintendent of schools.

With seven schools completed and occupied during the past year and thirteen others now under construction, Hillsborough county has completed the greatest year in its history according to Superintendent Snipes.

Tampa has attracted nation-wide attention by her school building program of \$6,100,000 to be expended within the three year period ending January 1928. This is being done in accordance with a scientific survey of her present and future needs along educational lines made by the survey staff of Columbia University. The greater part of this program is completed or underway at the present time.

Schools completed during the year and now in use include: Turkey Creek grammar school, \$20,000; Citrus Park, \$11,000; Ruskin grammar school, \$18,000; Garden-ville grammar school, \$17,300; two grammar schools in Plant City, \$62,000 each; and Tampa Vocational school, \$135,000.

The schools now under construction and their costs include H. B. Plant senior high school, \$384,500; Benjamin Franklin junior high school, \$225,000; Grover Cleveland grammar school, \$128,900; Port Tampa grammar school, \$125,196; Oak Park grammar school, \$29,000; M. P. Broward grammar school, \$120,900; Tampa Bay Boulevard grammar school, \$76,000; McFarlane Park grammar school, \$45,000; Oak Street negro grammar school, \$22,000; Orange Grove grammar school, \$127,800; Mag-dalene grammar school, \$42,500; Sulphur Springs grammar school, \$100,000.

Additions and improvements completed or under way and their costs follow: East Tampa grammar school, \$72,000; India street negro grammar school, \$31,653; Lomax negro grammar school, \$23,187; Buffalo avenue grammar school, \$9,654; Woodrow Wilson junior high school, \$36,208; Thomas A. Edison grammar school, \$40,000; W. J. Bryan grammar school, \$80,000 and Gorrie grammar school, \$31,000.

Work will be started in the immediate future on the Wi-mauma grammar school, \$100,000; and on the Lutz gram-mar school, \$30,000.

Total school enrollment for both city and county schools January 1, 1927 was 31,426 as compared with 29,436 on January 1, 1926, an increase of 1990 for the year. January 1, 1926 there were 8,706 white and 1,360 negro pupils in the county schools and 16,990 white and 2,380 negro pupils in the city schools. January 1, 1927, there were 8,579 white and 1,646 negro pupils in the county schools and 18,563 white and 2,638 negro pupils in the city schools.

There are 790 white and 84 negro teachers in the city and county schools at the beginning of 1927.

Hillsborough county high schools are on the accredited lists of high schools of the country and graduates are accepted for entrance without examination by the large colleges and universities of the country.

Another important feature of the Tampa school system is the fact that students who come here with their parents for two or three months in the winter may attend Tampa schools without tuition charges and so re-enter school in their own city when they return without loss of time or credit.

## BUILDING PERMITS

Although building permits issued in Tampa during the year 1926 show a decrease compared with the total amount of those issued under the abnormal conditions of 1925, this is no indication of a lack of building activity in the city. Many large projects, both private and municipal, have been started during the past year and on not a single large structure within the city limits has work been abandoned or delayed.

While there is a decrease of about eight million dollars in the amount of this year's permits compared to last, 1926 shows an increase of approximately ten millions over 1924, a normal year and the only one with which 1926 can be accurately or fairly compared. Permits for the past year total \$15,872,772 as compared with \$23,418,836 for 1925 and with \$5,496,055 for 1924, which gives Tampa a place among the leading cities in the United States in the amount of building construction.

A few of the major projects started or carried to completion this past year are: the municipal waterworks plant, one of the finest of its size in the country, \$1,250,000; municipal auditorium, \$300,000; eighteen story Floridan Hotel, the second tallest building in the state, \$2,250,000; additions to the Tampa Gas Company and the Tampa Electric Company totalling \$2,000,000 each; Florida Portland Cement plant on Hooker's Point, \$4,000,000; classification shops and terminals of the Atlantic Coast Line Railroad, \$5,000,000; thirteen story First National Bank building, \$1,000,000; Tampa Theater and office building, ten stories, \$1,000,000; Myelvaron Apartments, \$750,000, and numerous others.

Tampa is rapidly taking the lead as a "city of homes." This year alone there were 2,106 permits issued for the erection of dwellings, with a total valuation of \$5,024,453. A general classification of the permits issued, besides dwellings, follows together with the value placed on each: repair work, 2,952 permits, \$812,559; business and industrial buildings, 3,421 permits, \$6,333,834; apartment buildings, 80 permits, \$1,529,450; churches, 14 permits, \$332,700; hospitals, two permits, \$1,120,500; schools, 14 permits, \$719,276.



# Living and Working Conditions in Tampa

You may go into any city where there is a large transient population and hear a hundred different versions as to what sort of place it is for carrying on the important business of daily living.

Each person who moves into a community brings some of his individual "notions" from his old home; each has his own particular qualifications (or lack of qualifications) for making his way in a new place; each has his own standards and scale of living; the size of the reserve bank account—and always there should be one—has a great influence on the newcomer's outlook and frame of mind; and each person has his own measure of success and his own idea of what he should be able to accomplish in a short time.

The only practical way for the prospective new citizen of Tampa to find out just how the city will appeal to him is to make a trip of investigation and see just what it has to offer in his case. However, the following facts and figures may be taken as a guide.

## RENTALS

The number of homes and the number of families in Tampa strike a fairly even balance with just enough margin to accommodate a normal influx of new residents and visitors. There is little difference between rates in summer and winter except in the more luxurious hotels, apartments, and furnished houses, which are listed at winter rates. Hotels and apartments in the larger apartment hotels are taken up elsewhere in this issue. Smaller apartments for residential tenants are rented at about the same prices as small homes.

Houses of the "luxury" type in Tampa's most fashionable residential sections rent for \$150 per month unfurnished for an eight or ten room house and from \$250 to \$350 furnished. Five room bungalows of the same class rent at from \$110 to \$125 unfurnished or \$200 furnished; of less than five rooms at about \$75 per month unfurnished or \$100 furnished.

Houses of a less pretentious type but located in progressive and presentable neighborhoods rent for approximately \$100 for an eight or ten room house unfurnished and \$150 furnished. A five room house of the same class would have a monthly rental of from \$55 to \$70 unfurnished and \$85 to \$90 furnished. Smaller houses and apartments of this sort would rent for about \$40 unfurnished and \$75 furnished.

Houses and apartments in the industrial localities—not "shacks" but adequate, decent shelter for the working man—would bring about \$60 a month for an eight or ten room house unfurnished and \$110 for the same house with furniture. Smaller houses of this class rent from \$25.00 to \$35.00 per month, unfurnished.

## FOOD PRICES

Accurate comparisons with the prices in other cities of the same size and type of population prove that Tampa's food prices are normal and reasonable. As the rich agricultural country surrounding the city is more widely cultivated prices on eggs, milk, meats, and fresh vegetables are decreasing. At the present time pasteurized milk is 25 cents a quart; during the winter months fresh eggs sell for 60 cents per dozen, in summer as low as 30 cents; meats are sold at from 15 to 45 cents for beef, from 20 to 35 cents for pork, 30 to 50 cents for veal and from 25 to 60 cents for lamb. National and local "chain" grocery stores assure the people of Tampa of reasonable prices on canned goods and staples.

Tampa has restaurants and tea rooms to suit every taste and pocketbook. In the average restaurant luncheon is served for from 50 cents to one dollar and dinners from 75 cents to two dollars. One may still breakfast on pancakes at 25 cents while coffee may be purchased for five cents a cup.

## WORKING CONDITIONS

Tampa has a weekly industrial payroll of more than one million dollars and its 25,580 wage earners are paid a total of \$62,400,000 annually. Under normal conditions the industrial plants of Tampa furnish employment for practically all residential workmen and a reasonable number of newcomers. But, with the closing down of many concerns in more northern states and with the coming of winter, large numbers of industrial workers have flocked into Tampa seeking employment. In many cases they have found work but never except after presenting proper credentials and proving their qualifications. It is a regrettable fact that many unskilled workers have come without proper provision financially for as much time as necessary in finding a location.

All Florida is returning to normal in employment conditions as well as in other respects and there is no longer an unusual demand for labor in the building trades. While at the present time there is an evident surplus of men seeking "white collar" positions, and work as mechanics, carpenters, painters or in kindred occupations, and while wages are coming down from the almost unheard of scale maintained during the "boom," the expansion now in progress, especially along construction and industrial lines, will tend to place employment conditions on the same optimistic and balanced basis which they customarily occupy in this locality. Both union and non-union men receive recognition in Tampa.

Tampa has 577 industrial establishments employing 25,580 workers and paying wages totalling \$62,400,000 annually.



# The Weather for the Year 1926, Tampa, Florida

MONTH	Highest Temperature	Lowest Temperature	Av. Monthly Temperature	Normal Temperature	Monthly Rainfall	Normal Rainfall	No. of Days with 0.01 or More Rain	Hours Actual Sunshine	Hours Possible Sunshine	Percentage of Possible	Normal Percentage
January .....	80	37	59.6	60.4	4.59	2.80	11	122	328	37	60
February .....	82	38	61.8	61.9	0.65	3.27	6	249	314	79	65
March .....	83	36	62.8	66.8	5.47	2.81	8	231	372	62	72
April .....	87	54	69.8	70.9	5.75	1.85	9	253	385	66	75
May .....	90	60	75.4	76.3	1.70	2.92	8	299	420	71	73
June .....	92	67	80.2	80.2	7.07	8.34	16	284	416	68	66
July .....	94	69	81.9	81.2	3.46	8.43	13	312	426	73	62
August .....	94	69	82.8	81.5	7.26	8.59	16	291	407	72	65
September .....	93	71	82.1	79.9	5.50	7.41	17	227	370	62	66
October .....	91	49	75.4	74.3	1.53	2.97	8	268	356	75	64
November .....	84	41	65.2	66.9	1.52	1.72	7	222	323	69	65
December .....	81	39	66.6	61.1	0.60	2.02	5	219	323	68	58
Year .....	94	36	72.0	71.8	45.10	53.13	124	2977	4440	67	66

The first four months of the year were cool, cloudy and rainy. January was extremely cloudy, the sunshine averaging only 37 percent of the total possible, while the rainfall was nearly double the normal. There were frosts on three dates, and some damage to tender truck on the 14th and 15th. February was more pleasant, with abundant sunshine, and temperatures about normal. Frost on the 12th did some damage. March was unusually cold, cloudy and wet. The lowest temperature of the year occurred on the 14th, but the air was very dry, and there was little frost and little damage. April was another cloudy and cool month, and the first half was marked by frequent and heavy rains. After the 15th the weather was dry and pleasant.

May continued the dry weather of the latter half of April, and from April 16th to May 24th only 0.18 inch of rainfall was recorded. The season of summer showers began about the 25th. June was about normal in rainfall and temperature, July was deficient in rainfall, and August about normal again. September was warm. The passage of the tropical storm through the Gulf west of the city, gave high winds on the 18th and 19th, reaching maximum velocity of 50 miles per hour. This is the third highest wind ever recorded in Tampa, but resulted in no loss of life or appreciable damage to property.

October was warm and dry with plenty of sunshine. November was considerably cooler, but sunny and pleasant. December was warmer than November, and the warmest December on record. There was very little rain, and the sunshine was abundant. Heavy frost on the last day of the year did considerable damage to truck and tender vegetation in the surrounding country.

WALTER J. BENNETT, Meteorologist.

The highest temperature ever recorded in Tampa was 97.5 degrees.

Living conditions in Tampa give the working man and the man of modest income an opportunity to enjoy Florida's incomparable climate.

If you are interested in Tampa—in its business outlook, its opportunities for industrial development, its surrounding agricultural territory, its water or rail commerce or its attractions for tourists—WRITE THE TAMPA BOARD OF TRADE.



## PUBLIC IMPROVEMENTS

Municipal improvements completed or under construction during 1926 in Tampa entailed an expenditure of \$9,185,000 and plans have already been made by the city engineering department for a \$2,000,000 paving program this year.

Six new bridges now span the Hillsborough river within the city limits of Tampa, two of them—the Cass and Platt street bridges—are already open for use, and the others are nearing completion. Ten miles of sewers have been laid and sixty miles of streets paved. The municipal auditorium in Plant Park has been completed at a cost of \$300,000 and the municipal hospital on Davis Islands, costing \$1,250,000 will be completed in April. There are twenty-five square miles of territory within the city limits of Tampa and many closely settled subdivisions closely adjacent to the city proper.

Following are itemized figures regarding Tampa's municipal improvements during the past year:

Waterworks plant, completed.....	\$1,250,000
City Hospital, nearing completion.....	1,250,000
Platt street bridge, completed.....	400,000
Cass street bridge, completed.....	400,000
Municipal auditorium, completed.....	300,000
Sixty miles paving, completed.....	4,250,000
Lafayette viaduct, completed.....	300,000
Ten miles sewers, completed.....	150,000
Michigan Avenue bridge, nearing completion.....	400,000
Fortune street bridge, nearing completion.....	400,000
Florida Avenue bridge, nearing completion.....	50,000
Sligh Avenue bridge, nearing completion.....	35,000
<b>Total.....</b>	<b>\$9,185,000</b>

### Tampa now has:

Area.....	25 square miles
Paved streets.....	492 miles
Sidewalks.....	600 miles
Sewers.....	180 miles
Average width pavement, residence.....	24 feet
Average width paving, business.....	60 feet
Average width sidewalk.....	6 feet

Hillsborough County has expended nearly eight millions during the year on bridge and highway construction, most of which is closely adjacent to the city of Tampa but outside the limits. Seven bridges have been built by the county, four of them over the Hillsborough river; and other items include highways, causeway over the bay at Twenty-second street, building of seawall and the paving of the new Bayshore Boulevard extension. Probably the most important feature of the county's work is the school building program

which calls for the expenditure of \$6,100,000 on school buildings within the three year period ending January 1, 1928. The majority of these buildings, including two of the largest high schools in the state, have been completed or are now under construction.

## SOUTH FLORIDA FAIR

No more vivid proof of the great contrast between the winters in Florida and those in the north can be had than that of the South Florida Fair held in Tampa the first two weeks in February.

At this time, while winter holds undisputed sway in the north and the ground is frozen and covered with ice and snow, Florida's winter growing season is at its height and truck of all kinds, strawberries and citrus fruit make a display comparing favorably with the midsummer fairs of the middle western states.

From its small beginning in a few square yards of space in the courthouse yard, the fair has grown in a decade to proportions entitling it to use the term "exposition," ranking with the greatest in the country. More than a dozen immense buildings are needed to adequately house the dazzling array of exhibits which run the entire gamut of Florida resources and products. More than thirty South Florida counties were represented last year with elaborate exhibits of the products of their fields, groves, mines and factories; while individual displays made by boys' and girls' clubs, home demonstration groups and others were shown in endless array.

Thousands of people from all over Florida as well as visitors from all parts of the United States and Canada see this big annual event and join in the many carnival features inseparable from a fair.

Coincident with the fair comes Tampa's Mardi Gras—the Gasparilla Carnival—when Jose Gasparilla and his pirate krewe sail down the Hillsborough river in a replica of an old Spanish galleon, demand the keys of the city and, when refused, sack it. Tampa falls before their onslaught and, at the command of Gasparilla, is given over to a week of unlimited revelry, before the pirate krewe departs for another year. The second day of the carnival King Gasparilla and his queen are crowned. Thousands of dollars are spent yearly to put on this carnival, for the street decorations, pageantry, landing of the pirate krewe and all the myriad other details without which it would not be complete. Motion picture news reels carry it to all parts of the world.

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Tampa has one hundred and thirty-eight churches.

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Municipal improvements completed or under construction during 1926 in Tampa entailed an expenditure of \$9,185,000, while Hillsborough county has expended nearly eight millions on bridges and highway construction.



# RECREATION *and* ENTERTAINMENT

Although Tampa is classed as one of the leading industrial and commercial cities of the South, it is also widely known as one of Florida's most delightful winter resorts.

Here, in a climate that makes possible all the outdoor summer sports twelve months in the year, the visitor, no matter what his tastes, will find something of interest going on constantly.

In the line of sports there are tennis, golf, roque, lawn bowling, automobile, speedboat, horse and greyhound racing, horse shoe pitching, swimming, canoeing and many others. The Florida Open Golf Tournament is always one of the major events of the season and Tampa has five excellent golf courses, one of which is a municipal course, all open to visitors to the city at minimum fees. The Dixie National Championship tennis matches for men and women are always a feature of the spring season at the Davis Island Tennis Club. The Davis Marine Speedway, an American Power Boat Association measured course, in Tampa Bay between Davis Island and Tampa's Bayshore Boulevard, is one of the finest watercourses in the world and some of the country's fastest boats have raced here. A twelve year old boy, Bill Doak, broke the world's record for outboard motor racing on this course.

Tampa Downs, the plant of the West Coast Jockey Club, has recently been purchased by a Canadian syndicate and this winter will have its second meet, supported by the best racing interests of the country. Greyhound racing every night at Tampa Kennel Club track near Six Mile Creek is one of the most popular winter amusements. Automobile races are held at the fair grounds at irregular intervals throughout the year.

With the million dollar Tampa Theater, the \$750,000 municipal auditorium and the many excellent smaller theaters, Tampa has ample accommodations for the road shows, vaudeville, motion pictures, concerts and operas which make her winter season a delight to the theater-goer and music lover. Tampa has musical attractions equal to those of any city of its size in the world. Amelita Galli-Curci, Gigli, Rosa Ponselle, Paderewski, Kreisler, symphony orchestras, and the San Carlos Grand Opera appear here frequently.

Tampa has its own symphony orchestra and chorus under the direction of Joseph Sainton, widely known musical director. "Bachman's Million Dollar Band" gives free concerts twice daily in the bandshell in Plant Park.

Tampa's splendid hotels, country clubs, and unique night clubs provide dancing and dining in settings made charming by the warm southern climate and the beauties of Tampa Bay on which many of them are located. Entertainment features equal to those of the Broadway clubs are offered nightly for thousands of pleasure seekers. Ybor City, Tampa's unusual

Latin quarter, offers an everchanging, ever new kaleidoscope of Spanish, Italian and Cuban customs and traditions. The Latin clubs and theaters are famed far and wide for their unusualness, and the restaurants for the excellence of their cuisine.

Swimming in the many freshwater pools in the city or at the gulf beaches near Tampa is a favorite sport the year 'round. Canoeing on the Hillsborough river in its upper stretches, yachting or speedboating or sailing on the broad expanse of dazzling blue that is Tampa Bay—these and many others make the winter here a delight.

Intersectional football games at Christmas time are another novel feature, possible only in the southern climate.

The Washington Senators make Tampa their spring training ground and exhibition games are a feature of the spring season.

More than five hundred varieties of fresh and salt water fish abound in the waters near Tampa. Boats and guides are available for tarpon and other deep sea fishing while smaller varieties may be caught from the municipal pier, the docks and bridges. The lakes surrounding Tampa afford excellent black bass fishing.

Tampa has 500 acres of land in parks and playgrounds, beautifully equipped and cared for, and well located in various parts of the city. Possibly the two most beautiful are Plant Park and Ballast Point Park. Plant Park is the wonderful gardens surrounding the famous old Tampa Bay Hotel, which were planted with tropical shrubs and flowers forty years ago by H. B. Plant, pioneer railroad builder and developer of the Florida West Coast. A feature of the park at Ballast Point is the fishing pier, reaching a thousand feet into the bay.

## TAMPA PUBLIC LIBRARY

An increase of 4,281 in the number of registrations at the Tampa Public Library during 1926 over the number registered in 1925, brings the library's total registration up to 19,887.

The library has on its shelves 38,839 books, an increase of 9,456 over the 29,383 volumes on hand at the close of 1925. There was an increase of 110,784 in the circulation for the past year over that of 1925, circulation for 1926 being 308,309 as compared with 197,525 in 1925.

Tampa is fortunate in having a modern and well equipped free library located in the downtown section of the city and the tremendous increase in the number of volumes, the number of borrowers and the circulation, is proof both of the library's efficiency and of the increasing number of people in Tampa who are finding it a source of valuable information.



## HOTELS OF TAMPA

Hotels of every type—from the purely resort to the strictly commercial—are one of Tampa's many attractive features.

This year the hotels that belong to the Tampa Hotel Association have followed the plan of posting the rates in all rooms to prevent exorbitant or special rates and, as a result, there is none of the "gauging" so prevalent in the state a year ago.

Tampa's newest hotel, The Floridan, will have its formal opening within the next few days. Located at the corner of Cass street and Florida Avenue, this hotel has been erected at a cost of \$2,500,000 and is one of the finest commercial hotels in the state. It is eighteen stories in height, the second tallest building in the state, and is of steel and concrete construction. All the modern conveniences are combined with unusually beautiful and appropriate appointments.

The hotel is owned by A. J. Simms and Associates. Francis J. Kennard and Sons, architects, designed the building and G. A. Miller is the builder.

The famous Tampa Bay Hotel, its Moorish minarets long an unforgettable part of Tampa, is known all over the world as one of the finest resort hotels in the country. The Tampa Bay was built by Henry B. Plant, pioneer railroad builder and developer of the West Coast, forty years ago at a cost of \$3,000,000 and at a time when that section of the city was little more than an unexplored jungle. The hotel and Plant Park, the beautiful tropical gardens surrounding it, and the South Florida Fair Grounds, are owned by the city, the hotel being operated under a lease from the city. The hotel itself is a regular treasure trove with its wonderfully carved cabinets and furniture, paintings, sculpture and other works of art. During 1925 more than \$250,000 was spent in renovating and modernizing the interior.

The Tampa Terrace, one of the finest year 'round hotels in the state; the Hillsboro, long a popular commercial hotel; the Olive, which has just completed a ten story addition; the DeSoto, the Bay View, and many other commercial hotels provide ample and pleasant accommodations at varying prices.

On Davis Islands the Mirasol, Palmerin and Biscayne hotels represent the finest development in the smaller more luxurious resort hotel and have a charm and atmosphere all their own.

The Bayshore Royal, the Hotel Puritan and the Cargyle Inn are among the attractive residence hotels which offer a delightful homelike atmosphere and are located in the best residential sections of the city.

With the \$750,000 Myelvaron Apartments, the Crescent Apartments, the Bailey-Erlar, the Venetian and Florentine

apartments on Davis Island, and many other attractive apartment buildings, Tampa offers every possible advantage to the most discriminating apartment seeker as well as to the one with a moderate income.

Tampa has, at present, adequate accommodations for 50,000 visitors at one time. The city has 3,000 hotel rooms and 4,300 apartments of varying sizes.

## TAMPA, A CONVENTION CITY

Tampa is earning a reputation as a convention city. During the winter months, especially, delegates look forward to a week or two in Florida's unsurpassed climate and are eager to attend when Tampa, with its attractions and opportunities for outdoor recreation, is selected as the meeting place. The A. T. O. national fraternity congress met in Tampa December 28 to January 2 and the general Reunion of Confederate Veterans will be held early in April. In addition, many state and regional bodies will convene in Tampa this season.

Tampa's new municipal auditorium has a seating capacity of 2,000; the Davis Island Coliseum can accommodate 7,000 people at banquets, dances, concerts or meetings; while the completion of several new sky-scraper hotels solves the problem of accommodation for a huge gathering.

A convention in Tampa is not a dull and tiring routine of committee meetings, reports, long sessions or "stiff" receptions. The outdoor world calls the visitor; necessary business moves rapidly to make way for healthful, informal recreation, and the delegate leaves the city refreshed and rejuvenated, as from a vacation trip.

Among Tampa's leading hotels are the following together with their range of prices per person and number of rooms:

- Almo Hotel, thirty-eight rooms, \$2.50 to \$3.
- Bayshore Royal, seventy rooms, \$2 to \$4.
- Bay View, 108 rooms, \$2.50 to \$5.
- Bostain, fifty rooms, \$2 to \$4.
- Cargyle Inn (American Plan), forty-two rooms, \$5.
- DeSoto Hotel, 150 rooms, \$2.50 to \$5.
- Detroit Hotel, forty-two rooms, \$2.50 to \$3.50.
- Floridan Hotel, 381 rooms, \$3.50 to \$4.50.
- Hillsboro Hotel, 320 rooms, \$2.50 to \$5.
- Mirasol Hotel, 125 rooms, \$4 to \$6.
- Hotel Olive, 160 rooms, \$3 to \$4.
- Palmerin Hotel, sixty rooms, \$3.50 to \$8.
- Park View Hotel, thirty-one rooms, \$1.50 to \$3.
- Puritan Hotel, forty-two rooms, \$3 to \$5.
- Hotel Tampa, forty-six rooms, \$1.50 to \$2.
- Tampa Bay Hotel (American Plan), 175 rooms, \$7 to \$12.
- Tampa Terrace Hotel, 250 rooms, \$3.50 to \$5.



## AGRICULTURE

Hillsborough county, in which Tampa is located, is one of the best balanced counties in the state of Florida, according to "All Florida," the official publication of the state department of agriculture.

Located in the center of the citrus growing belt, its soil is also especially well adapted to the growing of staple crops and truck. There are 663,040 acres of land in the county of which 104,255 are in farms. Eighty-two per cent of the farms are managed by the owners and seven per cent by managers. Hillsborough has exceptionally good transportation facilities, both by land and water. Regular passenger and freight boats ply between Port Tampa and ports of the United States and many foreign countries. Trunk lines of both the Seaboard Air Line and the Atlantic Coast Line railroads give fast service to the north. Hard surface roads make all parts of the county easily accessible by motor.

The land ranges from level to hilly and rolling; the sand from light sandy, best for citrus, to heavy muck the best for truck. The rainfall averages 51 inches and falls for the most part between June and September. The climate is classed as subtropical, the mean temperature being 70.4 degrees. There is an eleven months growing season, the only winter being between January 8 and February 7.

The United States Department of Agriculture gives the following figures as the average returns per acre being received by the Hillsborough truck growers—strawberries, \$820; Irish potatoes, \$260; string beans, \$246; tomatoes, \$189; cabbage, \$188; and cucumbers, \$148.

Total value of field crops in the county is \$915,714 and of fruit and nut crops is \$2,507,159. There are 744,857 orange trees, 125,830 grapefruit trees in the county; 5,212 acres in corn, 867 acres in Irish potatoes, 157 in sweet potatoes, 3,035 in field peas, 3,063 in hay, 1,473 in tomatoes, 991 in string beans, 419 in cabbage, 216 in strawberries and 1,647 in other field crops.

## CHURCHES

In the rush and hurry of a modern city with its many recreational diversions as well as the demands of its business and industrial life, it would not be strange if the spiritual side of its development should be neglected.

But this is not the case in Tampa. One hundred and thirty-eight churches, varying from the most impressive examples of church architecture to the simplest of chapels, stand as monuments to the religious spirit of the city. Of these, thirty-three have been completed during the past year.

Tampa churches represent practically every creed and denomination known to civilization for in religion she has followed the constitution in her belief that "every man should worship according to his own belief," and so has welcomed them all. Among the faiths represented in the city are: Protestant including the Methodist, Presbyterian, Baptist, Christian, Congregational, Episcopal, and Lutheran denom-

inations; Roman Catholic, Christian Science, Jewish, Spiritualist, United Brethren, Adventist, Theosophical, Rosicrucian and others. There are 102 white and thirty-six colored churches in the city.

## RETAIL AND WHOLESALE TRADE

One million people are included in the section which comprises Tampa's trade territory.

From the Gulf of Mexico on the west, north to Ocala, east to the section surrounding West Palm Beach and Miami and south to the end of the Florida peninsula Tampa holds sway as a jobbing center. Within these boundaries are found the world's most productive phosphate fields, unlimited tracts of virgin timber, and the finest citrus and winter strawberry and truck producing sections in the country. Railway lines connect every portion of this territory with Tampa.

Tampa has a total of more than 153 wholesale houses supplying this territory with groceries, meats, produce, dry-goods, clothing, hay and grains, drugs, auto supplies, beverages, cigars, electrical supplies, fertilizer, hardware, ice-cream, mill supplies, and other commodities. There are 23 firms supplying beverages, 41 wholesale grocers, 12 wholesale meat firms, 15 produce and provision companies, included in this number.

According to the 1926 directory Tampa has 286 retail grocery stores, 22 hardware stores, 70 meat markets, 17 theatres, 43 dentists, 124 doctors, 96 drug stores, 144 attorneys, 138 churches, 100 dairies, 52 retail dry goods stores and 92 filling stations.

Tampa has bus, rail and water connections to various points in its trade territory and a fine system of hard surfaced highways put the city within easy access of the shopping motorist from out of town.

## VITAL STATISTICS

Four hundred and forty-four more babies were born in Tampa during 1926 than were born in this city during 1925 and the births this year exceeded the deaths by 1,044.

### BIRTHS—1926

White		Colored		Total
Male	Female	Male	Female	
1,122	1,077	256	216	2,671

Still births not included.

### DEATHS—1926

Resident				
White		Colored		
Male	Female	Male	Female	
461	377	242	175	

Non-Resident				
White		Colored		
Male	Female	Male	Female	Total
170	85	86	31	1,621



## TAMPA AIR SERVICE

One of the major "New Year's Resolutions" made by Tampa was the completion, this year, of a modern, adequate and completely equipped airport.

This past year has seen the inauguration of air mail service between Tampa, Jacksonville, Miami, Atlanta and other points, connecting with other air mail routes and with fast trains to the east and west. Major Reed Chambers is president of the Florida Airways, Inc., which has given Tampa such excellent service. During November, 1926, this city led Miami, Atlanta, Jacksonville, and other cities in the pounds of air mail carried.

The Florida Airways, Inc. suspended its air mail service December 31, 1926 until June 1 in order to enable the U. S. government and the operating corporation to install signal beacons and landing fields, thus making night flying possible. Inauguration of night service, according to Major Chambers, will tie in the Florida-Atlanta route with three other routes which are expected to begin operation June 1 and will provide an all-air mail service to all the larger cities of the nation. These new routes are from Atlanta to Washington, Philadelphia and New York; to Louisville, Indianapolis and Chicago, and to New Orleans.

Emergency landing fields will be leased every thirty miles along the Florida airway system and route beacons will be erected every ten miles. They will be either gas or electric lamps of 2,000,000 candle power and will be visible 75 miles on clear nights and 25 miles under ordinary atmospheric conditions. Sun valves will automatically light the lamps at dusk. Cost of lighting the airports at the cities will be borne by the cities, while the government will pay for the construction and maintenance of light beacons within ten miles of the cities.

With night flying, a Tampa to New York mail service of approximately 13 hours will be made possible, also an 11-hour service to Cleveland and Chicago.

While the beacons are being installed, Major Chambers stated, the Florida Airways, Inc. will obtain entirely new equipment, including new planes of the most modern type made in this country.

## FLORIDA AS A WHOLE

Those who are interested in Tampa will be interested in facts and figures about the entire state of Florida and it is for their convenience that the following items are quoted from "All Florida," a book published by the Department of Agriculture and Bureau of Immigration at Tallahassee.

The population of Florida according to the last state census was 1,263,549. Of this number, the urban population was 562,477, the rural population 701,012.

The total land area of the state is 35,111,040 acres. The total water area is 4,440 square miles. Value of farm property in 1925 was \$480,321,268.

An idea of Florida's products may be gained from the following: milk, \$7,200,000; butter, 1,250,000 pounds; vegetables, \$18,000,000; potatoes, both white and sweet, \$4,000,000; citrus fruit (oranges and grapefruit), 1925, 20,000,000 boxes; livestock value \$50,000,000; amount of standing timber, 40,000,000 feet; mineral output, \$13,908,204.

Florida's bank balance January 1, 1927 was \$3,551,-448 over that of last year, according to official records of the state treasury. Florida now has \$11,103,672.09 in the treasury. Expenditures approximating a million dollars a month are being made for new roads, schools, drainage, and other purposes. Florida has no outstanding bonded indebtedness whatever and no part of the state revenue goes to the paying of interest. On July 7, a reduction of 29 per cent in the state tax rate was effected. Hillsborough County reduced its tax rate 11 per cent and the City of Tampa effected a 12 per cent reduction in the city tax rate for 1926.

Contracts already entered into by the Florida State Highway Department call for an expenditure of upwards of \$16,000,000 for highways during the next three years. According to Senator Scales, during the next two years practically 90 per cent of the state's expenditures for highways will be for new roads in northern and western Florida. A Gulf Coast scenic highway following the western shore of Florida and connecting with the ocean drive on the east coast is planned and when completed will be one of the most magnificent drives in the world.

Florida has no tax upon incomes, corporation earnings, or inheritances, and furthermore has made provision by legislation that none shall be imposed in the future. This one feature has attracted hundreds of capitalists to Florida. At present the state is engaged in establishing the fact that a Federal law allowing partial exemption from the Federal inheritance tax to states imposing such a tax, is unconstitutional.

Assessed value of all real and personal property of the state in 1926 is \$750,000,000; commercial value of state property is \$5,000,000,000.

The Constitution of Florida inhibits the issue of State bonds.

Florida has 486 miles of canals; 5,100 miles of railroads, 8,000 miles of improved roads; 6,000 miles of surfaced roads and 157 miles of electric track at the beginning of 1926. Since then additions have been made to all of these items.

The State Legislature of 1925 enacted a law providing that the state furnish all school books up to and including the sixth grade in public schools.



# The TAMPA BOARD of TRADE and ITS WORK

Realizing that Tampa can grow and prosper only as Hillsborough County and the entire Gulf Coast section of Florida increases in population, wealth and solid and enduring prosperity, the Tampa Board of Trade has given its aid and support to every worthwhile endeavor and every forward movement in this entire section of Florida.

The functions of any chamber of commerce, as organizations such as the Tampa Board of Trade are more commonly termed, invariably cover a wide field; and in Tampa, a city which combines industrial and trade activities, entertainment of tourists, and agricultural development, opportunities for service are innumerable. An idea of the scope of the activities of the Tampa Board of Trade may be gained from a listing of the standing bureaus and committees which function through regular departments or as affiliated organizations—Traffic and Transportation, Civic, Water Commerce, Agricultural, Industrial, Pan-American, Good Roads, Convention, Tourist, Publicity, Membership, Educational, Sports, Entertainment, Military Affairs, Aviation, Wholesale Grocers' Association, Real Estate Board, Tampa Automobile Dealers' Association, Junior Board of Trade, Manufacturers' Association, Builders' Exchange, Public Health and Hospitals, Traffic League, Hotel Association, Band, Finance, Legislative, Traffic and Transportation Planning and Board of Trade Building.

The Tampa Board of Trade is and has for many years been the clearing house for reliable information in regard to this city and section. During the past year more than 23,000 letters of inquiry have been received in the general offices and answered with personal letters and literature. In this connection it is interesting to know that it has been the steadfast policy of this organization to allow none but honest, unbiased and straightforward statements of fact in its literature, correspondence, or verbal claims. Highly colored and exaggerated descriptions and terms and inaccurate figures have no part in the publications or statements of this organization and their use by outside agencies is curbed through the Board of Trade.

The Tampa Board of Trade has been instrumental in keeping public service and improvements in pace with growth in population and it was through its urging that almost every public improvement of importance has been instituted. The new Bayshore drive, the new waterworks plant, the hospital, auditorium, bridges, and countless other projects may be traced to the fostering of the idea by the Board of Trade.

The work of the Board of Trade has more than doubled during the past several years and it has been necessary to establish a number of regular departments, staffed by trained men and women and supervised by chairmen of the various bureaus. We now have a department for general correspon-

dence and the dispensing of information, a department for handling membership and meetings of various kinds, an industrial and agricultural department, a traffic department, statistical and publicity departments, and a tourist information bureau.

Among the most important activities of the Board of Trade are those carried on by the Tourist Information Bureau, under the supervision of the Junior Board of Trade. In the special building at the foot of the Lafayette street bridge visitors to Tampa are welcomed, assisted to find suitable accommodations, put in touch with others from their home states if they so desire and invited to partake in all sorts of interesting forms of recreation planned especially for their entertainment.

## TAMPA TRUISMS

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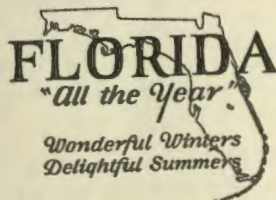
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# FACTS IN BRIEF

Tampa has 3,000 hotel rooms and 4,300 apartments of varying sizes.

Nearly 100,000 persons from other states and countries visit Tampa each year.

Tampa has 153 wholesale houses supplying a trade territory with one million inhabitants.

Tampa leads the world in the exportation of phosphate and the manufacture of high grade Havana cigars.

Tampa's 1926 tax roll shows a gain in valuation of city property of \$47,634,244 as compared with the previous year.

Tampa's physical school plant is valued at more than \$10,000,000. A \$6,000,000 county school building program is under way.

Four hundred and forty-four more babies were born in Tampa during 1926 than during 1925, and births this year exceeded deaths by 1,044.

Tampa ranks sixteenth among the ports of the United States from the standpoint of customs collections and twentieth from standpoint of port tonnage.

During the year Tampa carried on or completed improvements valued at more than \$9,000,000 and Hillsborough County expended nearly \$8,000,000 for bridges and highways.

Tampa's building permits for 1926 show an increase of approximately \$10,000,000 over 1924. During the year 2,106 new dwellings were built, 2,952 permits were issued for repair work, 3,419 for new business and industrial buildings, 80 new apartment buildings were constructed, 14 churches, two hospitals and 14 schools.

Tampa's water is 100 per cent pure and free from mineral content.

Tampa is thirty hours from New York by rail and thirty-four hours from Chicago.

Tampa is located in the heart of the citrus belt and is the home of the Florida Citrus Exchange.

More than \$5,000,000 worth of fruits and vegetables are shipped out of the state by Hillsborough County.

Tampa has ample accommodation for visitors and certified rates are posted in the rooms of all first-class hotels.

Tampa has an annual industrial payroll of \$62,400,000; 25,580 wage earners; 577 industrial establishments, and 93 different lines of industry.

Tampa has had no bank failures. One new bank has been opened during the year. Annual reports show all banks to be in sound, flourishing condition.

All of Tampa's public utility companies show a decided increase for the year in number of consumers and all have made important additions to their respective plants.

Tampa has opened two new sky-scraper hotels and one ten story addition to a hotel during the past year. Tampa is the only city in the country which owns a large, tourist hotel. The Tampa Bay was bought by the city from the heirs of H. B. Plant.

Tampa has regular steamship lines connecting it with all important ports of the United States (Atlantic, Pacific and Gulf), with points in the state, to Cuba, to Honolulu, China, Japan, North Africa, Bremen, Hamburg, Naples, Venice and numerous other foreign ports.

WRITE THE  
**TAMPA BOARD OF TRADE**  
P. O. BOX 704, TAMPA, FLORIDA



# Tampa Truisms

# Tampa Truisms



## Annual Statistical Edition

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